

Virtual World Entertainment (VWE) is a young, innovative group of entertainment entrepreneurs who have taken a high technology approach to old-fashioned story telling.

Virtual World fully immerses guests in the fictional world of The Virtual Geographic League™ (VGL), a formerly secret society dedicated to the discovery and exploration of other dimensions. At present, players can choose one of two destinations, BattleTech or Red Planet. Virtual World plans to introduce a new universe for exploration at least once a year, with the next due in early '95. Each environment offers a variety of maps, variable weather conditions and times of day. Within these fully three-dimensional environments, guests are free to move and interact at will. Since all interaction is between people, not computers, every adventure is unique.

VWE was founded in 1987 by world-renowned designers of role-playing games, Jordan Weisman and Ross Babcock. Writer-Producer Tim Disney acquired a majority stake in late 1992 and, along with his film producing partner Charlie Fink, has led an aggressive international expansion from the original pilot site in Chicago's North Pier Festival Mall. The company is also active in home games, film, television, publishing and other ancillary activities.

## TRUE FACTOIDS

Sites open, USA:	Chicago, Walnut Creek, CA., San Diego, Houston, Dallas
Sites open, Japan:	Tokyo (3), Yokohama, Kobe, Kyushu
Number of tickets sold:	1,250,000 and counting <u>without</u> a fatality
Price:	\$7-9 for a 30 minute experience (VR part is ten minutes.)
Due in 1994:	Las Vegas (September), Pasadena CA (October), London (November), Boston (December)
Due in 1995:	Miami, Costa Mesa, Denver, Montreal, Sydney, Kyoto and more sites in Japan
Demographics:	Median age of our players is 24. Over half of our business comes from repeat play.
Home base:	Split between Chicago and Los Angeles



**BattleTech Virtual World** puts pilots (our customers) at the controls of a thirty foot walking tank called a BattleMech (or 'Mech) on the surface of the desert planet Solaris VII. The Mech works like a futuristic suit of armor. At first, pilots chase each other around the desert landscape in informal competitions called "free-for-alls". As players improve their skills, they are able to work cooperatively in teams.

**BattleTech** tournaments and leagues are among the most popular events at Virtual World. In April of 1994, the First International BattleTech Championship was held in Tokyo, Japan. Hidekazu Shigatomi, a 27 year old professional race car driver, bested seven other finalists, including the US & Japanese National Champions, to win the title of International Grand Master.

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**R e d P l a n e t** In 1992, the crack research team at VGL Labs (the true location of which is still a secret) discovered and secured a second destination for Virtual World's inter-dimensional travelers: Mars, 2053. VGL pilots quickly named this possible future "Red Planet" and set about its exploration, using the paved corridors created by the Colossal Mining Corp. (CMC) to avoid the swirling winds on the surface.

Virtual World puts its Red Planet pilots at the controls of a CMC hovercraft - the same ones Colossal miners use for work and "recreation" (i.e. racing). For their safety, VGL pilots are restricted to closed sections of the canals, where they are unlikely to encounter natives. To make the race even more exciting, We've devised a variation of the basic race called "Martian Football" team. As in all Virtual World adventures, pilots choose from a wide variety of maps, vehicles, and other variables.

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The enclosed schematic diagram illustrates the basic layout of our flagship Virtual World sites. Essentially, the site is divided into two main parts: The Explorer's Lounge and the Containment Bay.

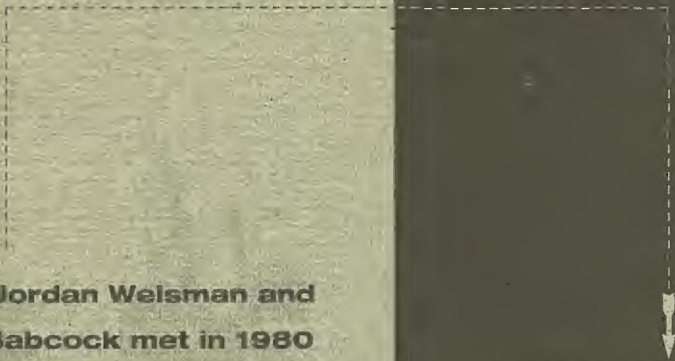
The Lounge has an eclectic feel, a mix of Jules Verne and "Blade Runner". The props around the room are drawn from the Virtual Geographic League's storied past, which embodies the romantic ideals of exploration and adventure. All guests become Associate Members of the League, and are invited to treat the Lounge as their "19th Hole". A bar serves cappuccino, fruit drinks and light snacks. The solid steel Containment Bay juts out into the lounge. This structure contains our inter-dimensional travel vehicles and is constructed of reinforced steel to protect guests against rare mishaps.

Each adventure begins with a mission briefing. Rookie players see a short briefing film starring Judge Reinhold and Joan Severance. Techs supplement the briefing with extra one-on-one coaching. Meanwhile, veteran pilots huddle around interactive kiosks to learn about advanced controls or access up-to-the minute vehicle, map, and weather information.

When the cockpit canopy slides shut, the guest is fully immersed in the fictional experience. Following "translocation" to the drop zone, pilots see the "world" of BattleTech, or Red Planet, out the windshield. All of the vehicles they see and interact with are piloted by the other people in the mission. Everyone is free to move, interact, explore, fight - or fight back - or flee. By far the most powerful part of the experience is the interaction between people in the vr world.

Missions conclude with a de-briefing. Here pilots watch a bird's-eye-view instant replay of their adventure. This is the most social part of the experience where identities, personalities, and strategies are revealed and future challenges made. Finally, all pilots receive a printed pilot's log that gives a detailed minute-by-minute account of their adventure. This score sheet is a great souvenir piece, and many of our regular players collect them.






Jordan Weisman and Ross Babcock met in 1980 playing role-playing games at the Merchant Marine Academy. Dissatisfied with the games on the market, they decided to publish their own, and so the FASA Corporation was born. Jordan and Ross began by publishing a variety of licensed games, including games based on "Star Trek" and "Top Gun". In 1985, they introduced their first original game, BattleTech, which has turned out to be science fiction's answer to "Dungeons and Dragons". BattleTech and its add-on products CityTech, AeroTech, MechWarrior and BattleForce have generated over 15 million dollars in gross sales of Role Playing Game products alone.

In 1987, flush with success after their meteoric rise to the top of the paper game publishing industry, Jordan and Ross decided to apply the principles of their interactive paper games to emerging v.r. technology. Mort Weisman, Jordan's dad and the renowned publisher of Chicago's Swallow Press, came aboard, bringing with him years of publishing and management expertise. In August of 1990, the BattleTech Center opened on Chicago's North Pier with spectacular success. There followed a tumultuous period of further technology struggles and, fortunately, the publication of ever more successful paper games to finance the effort. Jordan, Ross and a motley crew of underpaid Polish hardware engineers (led by Dr. Adam Galant) spent endless all-nighters hacking the computers together to match the government's Simnet Tactical training system for less than 1% of the cost. The amazing thing is, by the summer of 1992, they had succeeded. In August, a 32 cockpit BattleTech Center opened in Yokohama. Lines formed around the block.

In late 1992, entertainment entrepreneur and producer, Tim Disney joined forces with FASA to take the concepts that made the BattleTech Centers a success to the next level. With the help of Tim and his new partner Charlie Fink (a former Disney VP credited with the development of "Beauty and the Beast" and "Aladdin"), Jordan expanded the original BattleTech Center concept into Virtual World.





1993 was a breakneck year spent building toward the opening of the pilot site in Walnut Creek, CA in July. The site is conceived as an elaborate set on which to tell the swashbuckling story of the Virtual Geographic League. Guests become Members of the League and assume the role of inter-dimensional jet jockies. A second site opened in San Diego's Hazard Center in November, along with an eight cockpit Outpost in Houston.

Dallas is the first of five flagships due to open in 1994. Las Vegas is slated for Labor Day, followed by Pasadena, London, and Boston as well as up to four Outposts. The company is poised to grow quickly in 1995, and is now finalizing multiple domestic and international openings.

While Jordan and Ross have focused their attention on Virtual World, FASA has continued to expand its publishing and licensing efforts. Kesmai (a Fox Inc. subsidiary) carries BattleTech simulation games on-line via GENie; Activision is due to publish follow-ups to its smash hit PC and Nintendo home games this fall; a Sega Genesis game is due via Absolute this fall as well; an animated BattleTech series from Saban and a major toy line are in production for fall '94 airdate; a BattleTech movie is in development at New Line Cinema (where Virtual World has an overall deal); Malibu is working on a BattleTech comic book.

Virtual World sees itself primarily as a software or "content" company, most resembling the turn of the century Nickelodeon companies like Edison or Melies, who had to build their own movie theaters in which to show their films. In the future, VWE hopes to work with other software companies to provide new "destinations" or "experiences" (the business is so new no-one quite knows what to call this kind of software). In addition, we look forward to introducing a new cockpit, which utilizes texture mapped graphics (for greater realism) in the first half of 1995.



**Tim Disney****Chairman of the Board & CEO**

As Chairman and CEO of Virtual World, Tim guides the company's business operations, including strategic planning, creative affairs, and design.

In 1985, Tim joined the animation department at Walt Disney Studios as a staff writer. While there he co-wrote the screenplay for "Oliver and Company" and worked with a young creative executive, Charlie Fink. Despite their friendship, Charlie could not persuade Tim to stay on to work on "Lion King" due in fall 1994.

After leaving the studio, Tim founded Four Cats Productions with comedy writer Billy Kimball and created and produced the hit game show "Clash" for the all-comedy channel HAI, now known as Comedy Central. *Rolling Stone* called "Clash" television's "first post-modern game show."

In 1992, Tim produced the motion picture, "The Giving". Released by Northern Arts Entertainment, "The Giving" focuses on the homeless community in Los Angeles. In addition to winning "Best First Feature" at the Houston Film Festival, "The Giving" was lauded for involving the homeless community in the actual production of the film. In June 1992, Tim started working on several projects with Charlie Fink, who had just left the Disney Studios. One of these projects was an idea for a new kind of nightclub called "Club Virtual". Virtual World is a much better idea.

Tim holds a degree in Fine Arts from Harvard University. He lives with his wife, actress Martha Hackett, in Los Angeles.



**Jordan Weisman****President and Chief Creative Officer**

The unique title of "Chief Creative Officer" recognizes founding president Jordan Weisman's pivotal role as the principal creative architect behind Virtual World. Acclaimed as one of the world's premier game and software designers, Jordan has led the company to its present position atop the fledgling "experience" industry.

In 1980, Jordan and his partner, Ross Babcock, formed The FASA Corp., a fantasy role-playing board game publishing company. As FASA's President, Jordan co-designed two of the top five best-selling games in the industry, "BattleTech" and "Shadowrun". FASA now publishes multiple lines of fantasy and science fiction novels based on its game universes. It was at FASA that Jordan and Ross began to develop the principles behind the interactive games VWE now practices at Virtual World.

Jordan and Ross opened the "BattleTech Center" in Chicago in August, 1990. This pioneering first location-based vr center in the world gave the public a taste of a technology that was formerly the private domain of NASA and the military. Significantly, the center has increased sales every year since it opened.

Jordan's received numerous awards for game design and has lectured extensively on v.r. and game design around the world. He lives in Oak Park with his wife Dawn and sons Zack (5) and Nate (3).



**Charles D. Fink**

Executive Vice-President  
Entertainment & Marketing

As VWE's Executive Vice President in Los Angeles, Charlie Fink oversees the company's entertainment and marketing activities.

Prior to joining VWE, Charlie was as a Production Vice President for Walt Disney Pictures (1987-1992), where he played a key role in the revitalization of its animation department. He is credited with the development of such animated pictures as "Aladdin", "Beauty and the Beast", and the live-action "Homeward Bound: The Incredible Journey". In addition, Charlie helped develop numerous theme park attractions for Disneyland and EuroDisney. Following Disney, Charlie worked as a freelance producer for Universal Pictures, where he is currently preparing "Baby Huey" with Steven Spielberg's Amblin Entertainment.

From 1985 to 1987, Charlie worked with producer Alex Rose on the live action films "Nothing in Common" and "Overboard", both directed by Garry Marshall.

Charlie holds a Master of Fine Arts degree from the Art Institute of Chicago and a B.A. from Sarah Lawrence College. He lives in Glendale California with his wife Jane and sons David (6) and Michael (4).



**L. Ross Babcock III**

Executive Vice President  
Game Design/Product Engineering

Ross Babcock has supplied much of the math and engineering know-how necessary to turn great ideas into real, playable games. As VWE's Executive Vice President in Chicago, Ross manages Hardware Research and Development as well as the production and installation of VWE's custom computer hardware. His job is to literally turn fantasy into reality.

In 1980, Ross and his partner Jordan Weisman formed FASA Corporation, a fantasy role-playing board game company. As FASA's Vice President, Ross supervised the design, development and publication of over 100 successful game products, including "BattleTech", which he co-created with Jordan 1985.

In 1987, Ross and Jordan formed Virtual World Entertainment to research and develop interactive immersive games. Three years later, they launched the world's first location-based virtual reality entertainment facility, The BattleTech Center in Chicago, a "test site" that continues to prosper four years later.

Following the success of the Chicago facility, Ross was instrumental in the opening of the Yokohama BattleTech Center in August, 1992, and, most recently, the Tokyo Center in November, 1993. The BattleTech Centers are the first entertainment locations dedicated to a virtual reality game in the Japanese market.

Ross is a graduate of the United States Merchant Marine Academy. He and his wife Carol live in Chicago.